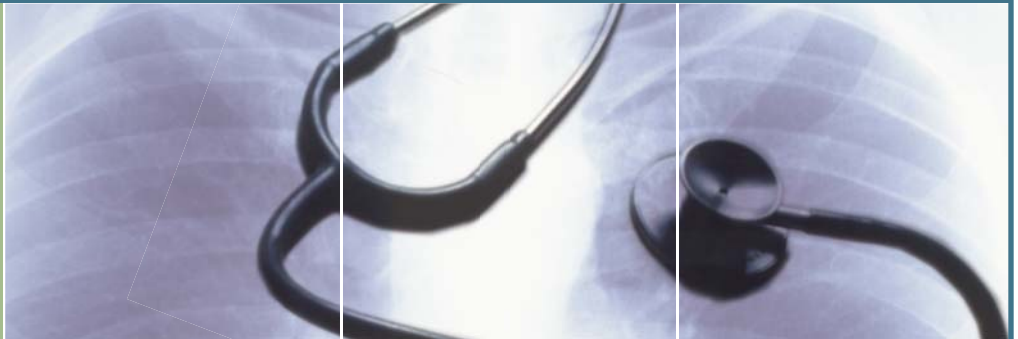Identity Systems' technology is used by Healthcare and Community Services organizations in a range of solutions to improve everything from patient inquiry systems to disease and pathology tracking registries.

Identification Data

Healthcare companies and organizations use patient and provider identity data for many critical purposes: patient and provider inquiry systems, pharmaceutical & poison databases, immunization databases, ID confirmation applications, and any other area where the names and addresses of people, organizations, products or other entities need to be searched, matched, grouped, screened or linked.

Identity Systems is used in these Healthcare systems:

- Customer Inquiry
- Patient Inquiry
- Provider Inquiry
- Disease & Pathology Tracking Registries
- Pharmaceutical or Poison's Databases
- Immunization Database
- Data Warehouse & Account Consolidation
- Duplicate Discovery and Prevention
- ID Confirmation
- Fraud Discovery & Investigation
- Data Warehouse & Data Consolidation
- Marketing Database
- Mailing Campaigns
- Certified Global Address Standardization

We needed the ability to better identify a person who called for assistance or with other general inquiries...[Identity Systems] sophisticated searching and matching capability was able to overcome even the most significant problems with the data involved.

Kaiser Permanente, in DM Review

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These companies and organizations use Identity Systems' technology to rapidly and reliably search and match identity data whether it is formatted or unformatted, scrubbed or in its raw form, sourced locally or from another organization, region or country.

Identity Systems' products have the flexibility to work with different classes of identity data, in differing states of quality and with differing risk factors. They provide quick on-line response time, even when applied to large or extreme volumes of data, while delivering the highest quality match rate.

> "Given the highly variable quality of data that the Register receives, the quality of the matches detected by the Identity Systems software is impressive".
>
> *NSW Cancer Council*

Application areas in the Health sector where the Identity Systems products are commonly used:

Patient Inquiry: The ability to find the records of patients, doctors, donors, and other persons of interest quickly by their name, despite the error and variation either in the search or file data, and the ability to rank the search results by other attributes such as address and date of birth, allows systems to operate confidently when no identification numbers are available.

Provider Inquiry: In many health systems, the primary search for an organization such as a hospital, laboratory or other provider, is by name. It is important that the name search be reliable and able to cope with the typical error and variation in this type of name, which will often include abbreviations, missing and extra words, word order variations and spelling errors.

Disease & Pathology Tracking Registries: Where it is the responsibility of a system to record and track the development of disease over time using, for example, the data from regular pathology tests or medical reports, that system must be able to link present and past records of a person despite the variations that appear in the data. Identity Systems' software incorporates a variety of search strategies to allow a search application to achieve a match.

Pharmaceutical or Poisons Databases: The names of poisons and pharmaceuticals can be complicated and prone to severe spelling and typing error, as well as subject to the use of abbreviations and other variations. With Identity Systems, a search on such a database can be done confidently.

Immunization Database: Child immunization is an extremely important healthcare strategy. Reliable records of immunizations allow healthcare authority to mail reminders and manage risk of disease outbreaks.

Duplicate Discovery and Prevention: The ability to reliably discover duplicates allows an online registration system to properly link patient records and prevent risky duplication. Ongoing batch duplicate discovery runs are important for longer term data hygiene.

ID Confirmation: Using Identity Systems' fuzzy matching functionality, an identification number match can be confirmed using other details, e.g. name, address, date of birth.

Fraud Discovery & Investigation: Identity Systems' software supports the discovery of links and groupings between identities in databases and file systems. One use is the investigation of provider information looking for cases of fraud or system misuse (e.g. over quoting in a national health system; multiple applications for the same rebate).

Data Warehouse & Data Consolidation: The disparate data loaded into a data warehouse must first be matched and merged. Our software can perform this matching reliably despite the differing format and quality of data, leading to consolidated single view of your customers.

Marketing Database: Medical equipment or pharmaceutical suppliers, like any other organization wishing to market its products, benefit from a good quality marketing database. Outside prospect lists need to be deduped with themselves and with provider files before being applied to the marketing database. Our software enables matching to be achieved both against previously unseen "lists" as well as to the more familiar provider data.

Mailing Campaigns: A mailing campaign often involves selection of the campaign data from the marketing database and its filtering through 'do not mail', fraud and other suppression lists. Our software supports this process with its ability to apply different levels of matching to different classes of data, and to allow final selection of the mailing list only after all matching is complete.

Certified Global Address Standardization: To support mailing campaigns, Identity Systems offers a scalable, global, certified (CASS for U.S.) Address Standardization Module to verify and correct address data for improved address data quality, increased mail delivery, and reduced mailing costs.

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